

**AMENDMENTS TO THE CLAIMS**

Claims 1-3 (Cancelled)

4. (Previously Presented) A method of assisting a website designer in establishing an arrangement between a first website being designed by the website designer and a second website in order to market the first website at the second website upon the activation of the first website on the internet, the method comprising:

during design of the first website, receiving information at a user interface indicating a type of an element for marketing that is to be displayed at the second website, and information specifying the second website at which the element is to be displayed;

saving the information at a first database that is coupled to the user interface;

obtaining the element for marketing of the type indicated;

causing the display of the element for marketing at the second website when the first website is activated with respect to the internet, wherein the element for marketing includes at least one of a banner ad concerning the first website and a link to the first website;

determining whether a reciprocal site for the display of at least one marketing element of a third party website exists in the first website being designed; and

creating the reciprocal site for the display of the at least one marketing element of the third party website when the reciprocal site does not yet exist in the first website being designed.

5. (Original) The method of claim 4, further comprising:

when the element for marketing the first website is a banner ad concerning the first website, causing the sequential display at the reciprocal site of the first website of a plurality of banner ads respectively concerning a plurality of third party websites, when the first website is activated with respect to the internet.

6. (Original) The method of claim 4, further comprising:

when the element for marketing the first website is a link to the first website, causing the display at the reciprocal site of the first website of a plurality of links to the plurality of third party websites, when the first website is activated with respect to the internet.

Claims 7-21 (Cancelled)

22. (New) A method, within a computer hardware website implementation system, of establishing a reciprocal arrangement between a first website and a preexisting second website, comprising:

registering the second website with the website implementation system;

receiving, by the website implementation system, a request by a first user to implement the first website;

receiving, by the website implementation system, a selection by the first user as to a second functional marketing element to be activated on the second website;

establishing, by the website implementation system, a reciprocal site in the first website for a first functional marketing element; and

upon the first website being activated with respect to the internet, the computer website implementation system implementing the reciprocal arrangement by causing

(i) the first website to implement the first functional marketing element, and

(ii) the second website to implement the second functional marketing element,

wherein

the first functional marketing element directs, via the internet, a second user of the first functional marketing element to the second website, and

the second functional marketing element directs, via the internet, a third user of the second functional marketing element to the first website.

23. (New) The method of claim 22, further comprising  
parsing the first website for keywords;  
searching a database of registered websites using the keywords from the first website;  
and  
identifying, by the website implementation system, the second website based upon the keywords.

24. (New) The method of claim 23, wherein  
a plurality of second websites are identified based upon the keywords.

25. (New) A computer hardware website implementation system for establishing a reciprocal arrangement between a first website and a preexisting second website, comprising:  
at least one processor, the at least one processor configured for

registering the second website with the website implementation system;  
receiving a request by a first user to implement the first website;  
receiving a selection by the first user as to a second functional marketing element  
to be activated on the second website;  
establishing a reciprocal site in the first website for a first functional marketing  
element; and  
implementing, upon the first website being activated with respect to the internet,  
the reciprocal arrangement by causing  
(i) the first website to implement the first functional marketing element,  
and  
(ii) the second website to implement the second functional marketing  
element, wherein  
the first functional marketing element directs, via the internet, a second user of the first  
functional marketing element to the second website, and  
the second functional marketing element directs, via the internet, a third user of the  
second functional marketing element to the first website.

26. (New) The website implementation system of claim 25, further comprising  
a database of registered websites.

27. (New) The website implementation system of claim 26, wherein the at least one  
processor is further configured for  
parsing the first website for keywords;

searching the database using the keywords from the first website; and  
identifying the second website based upon the keywords.

28. (New) The website implementation system of claim 27, wherein  
a plurality of second websites are identified based upon the keywords.

29. (New) A computer program product including a computer-readable storage medium  
having stored therein computer usable program code for establishing a reciprocal arrangement  
between a first website and a preexisting second website, the computer usable program code,  
which when executed by a computer hardware implementation system, causing the computer  
hardware implementation system to perform:

registering the second website with the website implementation system;  
receiving a request by a first user to implement the first website;  
receiving a selection by the first user as to a second functional marketing element to be  
activated on the second website;

establishing a reciprocal site in the first website for the first functional marketing  
element; and

upon the first website being activated with respect to the internet, implementing the  
reciprocal arrangement by causing

- (i) the first website to implement a first functional marketing element, and
  - (ii) the second website to implement the second functional marketing element,
- wherein

the first functional marketing element directs, via the internet, a second user of the first functional marketing element to the second website, and

the second functional marketing element directs, via the internet, a third user of the second functional marketing element to the first website.

30. (New) The computer program product of claim 29, further comprising  
parsing the first website for keywords;  
searching a database of registered websites using the keywords from the first website;  
and  
identifying, by the website implementation system, the second website based upon the keywords.

31. (New) The computer program product of claim 30, wherein  
a plurality of second websites are identified based upon the keywords.